



## PACIFIC EDGE MAGAZINE

### A BRIEF INTRODUCTION

*Pacific Edge Magazine*, is a quarterly cutting-edge, business-to-business & lifestyle publication, featuring up-and-coming, emerging young business owners & entrepreneurs in the State of Hawaii. We are partnered with the Chamber of Commerce of Hawaii, Small Business Hawaii, Hawaii Advertising Federation and the ever popular Social Wahines in order to host 30 targeted and qualified networking events throughout the year.

Magazine readership is over 100,000 per year through a targeted circulation of 10,000 per issue. Our direct mail program is the basis of our distribution; every issue, 90% of the magazines are mailed to CEOs, business leaders & affluent residential areas and office locations--primarily on Oahu with some Outer Island distribution. You may also find us at Borders and Barnes & Noble. We are one of the most sought after local magazines at Borders, and our sellout rate is 99% at all of our bookstore locations.

In addition, *Pacific Edge Magazine* was recently awarded the "Business Booster" Award from Small Business Hawaii for its support of local businesses.

### STRATEGIC DISTRIBUTION

**10,000 PRINTED QUARTERLY**  
**140,000+ READERS PER YEAR**

#### 90% Direct Mail

- \* 4,200 to business offices in the State of Hawaii  
(3,000 to Pacific Business News Book of Lists & 1,200 to direct business contacts)
- \* 2,500 to households Hawaii Kai
- \* 1,500 to Outer Islands
- \* 800 to paid subscribers

#### 10% Direct Distribution

- \*30 events per year (Pacific Edge & Social Wahines, Chamber of Commerce of Hawaii, etc.)
- \*Advertiser locations
- \*Borders and Barnes & Noble bookstores statewide
- \*VIP gift bags for HIFF, IONA, and other organizations' annual events
- \*Various other sponsored events

### A BROAD DEMOGRAPHIC

**Gen Y Readers:** Enjoy reviewing the "Nightlife Diaries" to see what is currently hip within Honolulu's social scene and who is out and about. They also love Pacific Edge's young, contemporary layout in addition to its Young Professional features which share the inspirational stories of successful entrepreneurs who are within their same age bracket.

**Gen X Readers:** Relate from a business owner perspective to the feature editorial as well as the issues discussed by featured columnists. They are attracted to the sophisticated content, layout and tone of a publication that is published by a Gen X husband and wife team. Pacific Edge also serves as a formidable networking tool for Gen X business owners by way of information found in the printed publication and through sponsored events.

**Baby-boomer Readers:** Are involved as recipients of our direct mail program based on the PBN Book of lists. They are genuinely interested in an editorial and lifestyle aspect as most have been in the shoes of our Young Professional features and can relate from a "just starting out" standpoint. As seasoned business professionals, they also enjoy keeping abreast of new trends and new businesses developing in the local business community.

## FEATURED PROFESSIONALS



◀ “The response I’ve received from our company’s feature this past issue has been extremely positive...one very interesting observation, which shows the broad range of readership is that I’ve heard incredible feedback from all levels of business...workforce, mid management and execs from some of Hawaii’s largest companies and organizations!”

—**Ryan Brown**  
ADR Modeling and Talent Agency

▶ After you delivered the magazines to me, they went like hotcakes! People were asking me where they could get a copy of it! It was such great publicity for me; everyone was impressed to see me in your magazine, and I have you and Jamie to thank for that. It is such an honor, and the publicity you’ve provided is invaluable. I appreciate it tremendously!

—**Mona Hirata**  
Weddings by Grace & Mona



◀ Smart and savvy... two words which describe *Pacific Edge*, a quarterly for Hawaii’s young, ambitious industry trailblazers. This is the NEW Honolulu Magazine. *Pacific Edge* has great coverage and accurate storytelling. They really did a fine story on me, and I appreciate the candor and accuracy in which they told it.

—**De Shannon Higa**  
Jazz Musician

## READER TESTIMONIALS

▶ Congrats are also in order for the success of *The Pacific Edge*. You have such a great publication in the form of that magazine and I especially like the fact that it is able to balance so many different aspects of life in its contents and how it features a lot of the newer and up and comings of our age.

—**Bryson Poulson**

▶ I just finished reading your magazine and it was simply delicious. I enjoyed the articles, your featured personalities, you know how I love the look of the layout, loved the color blend of the cover and once again am amazed that this is your first magazine. No doubt there are many more exciting ventures in your future.

—**Leona Carlson**

▶ I just wanted to email you to say you are doing an awesome job with your magazine, Pacific Edge. My personal favorite is the Nightlife Diaries. I look forward to seeing

Christa’s column in each issue. The most recent issue for January/February/March 2007 is just as über-stimulating as past ones. I love it!

—**Kaleihikina**

▶ I sat this morning and looked through “*The Pacific Edge*” and it is a great magazine. It makes you want to move to Hawaii ! It was even fun to read and look at the ads which is why I don’t usually buy magazines. I felt like I was on vacation while I was reading through it.... thanks for sharing it with us... you should be very proud of your son and daughter-in-law and lucky you have such a nice place to visit them!!!

—**Nancy**

Its professional, artistic, and very entertaining. Best of all, you capture the young professionals that help make Hawaii what it is; art, music, culture, business, food, and entertainment. And, there’s no better way to tell their stories than Pacific Edge.

—**Mathew Lee**

## ADVERTISERS



◀ Advertising in The Pacific Edge has allowed Cartridge World to reach an audience that is active and involved in both business and community. Letting them know that we can help the bottom line in addition to providing an environmentally sound option is key to our success. The Pacific Edge is our choice of media when trying to reach young business professionals and those that surround them.

**BRANDON HUGHES**  
Owner—Cartridge World Aiea & Kaneohe



▶ It's fashion, it's night life, it's insight, it's educational, it's interesting, it's *Pacific Edge Magazine*! Thank you Naomi & Jamie for creating a magazine that is enjoyable as well as "eye catching" for our generation to read! Since our debut in the *Pacific Edge Magazine*, we have been recognized publicly as if we were celebrity; it's an awesome feeling! It has been phenomenal to the growth and recognition of our business, as well as a very great tool to help us educate our peers about the potential benefits and pitfalls of our industry!

**John & Julie Dimitrion**  
Owners—Mortgage Alliance

◀ A supporter of their publication from the start, they have also supported our need of quality advertising and have assisted in growing our company to become the largest of its industry in the state of Hawaii.

The first thing you will notice about their magazine is its visual quality which ensures potential readers take the time to look at what's inside. Next the editorial quality is readily apparent featuring experts from various industries and stories on up and coming entrepreneurs.

*Pacific Edge Magazine* has an incredible subscriber base. On several occasions I have seen a copy of their magazine in waiting rooms or on the desks of other executives I visit. From this visibility our sales team has received countless leads from readers of *Pacific Edge*; these leads have come with a high ratio of conversion into sales because the magazine interests the decision makers who we want to reach. We have advertised with numerous publications, but *Pacific Edge* has given us the visibility we look for.

We have interacted with *Pacific Edge* spanning 4 editions and a year's time and find them to be professional and innovative. Their staff is extremely helpful and courteous and a pleasure to work with. I give my highest recommendation to the *Pacific Edge Magazine* and encourage you to see how they can help your business as they helped mine.

**ROB BERTHOLF**  
CEO—Empowered Internet Solutions



## ADVERTISERS

Jason Castle  
Beverage Director & Sommelier  
**Indigo Restaurant & Brasserie Du Vin**



March 2, 2008

Dear Naomi, Jamie, and Janayhe,

We just want to tell you how fantastic it's been since advertising with you in the last issue. We've had people from everywhere come to the salon because of the article and talked stirred about our salon every since. Being able to tell our story was one of the best marketing tools especially in our business where being personable and being able to connect is one very important key factor. Pacific Edge Magazine is a publication like no other in Hawaii, professional, personable, and very sophisticated.

Thank you so much for the opportunity to be your cover models, an honor we'll never forget. It's been a while now since the issue launched but we still get congratulations and very warm wishes for our future success.

We want most of all say thank you to the whole team at Pacific Edge team. We had a pleasure working with you all.

Much Mahalo,

A handwritten signature in blue ink, appearing to read 'Thi &amp; Wendy'.

Thi & Wendy  
W Salon Hawaii

Sean McCready & Jonathan Julian  
Owners  
**Genesis 7 Aveda & Tattoolicious**



December 4<sup>th</sup>, 2006

Dear *Pacific Edge Magazine*,

First and foremost I would like to congratulate Pacific Edge Magazine on their first Year Anniversary. The response I received after being featured in this magazine was immense. From friendly faces at restaurants to people that knew me through many avenues, everybody seemed to have a smile when they told me that they read our article.

I also found that it was a bit of discovery for them to hear that we offer an AVEDA Salon & Day Spa as well as a Tattoo Shop. This encouraged us to increase our marketing on the Salon side and get the word out there. It was also nice to read about other young professionals whom were featured in this magazine. Our team and I found it very inspiring to see the craftsmanship and creativity that is emerging in these Islands. Including the Publishers Naomi and Jamie who have built this magazine up in their team-man ship. So, congratulations Pacific Edge Magazine and those who contribute to making this magazine possible.

Mahalo and Aloha,

Sean McCready Owner  
Jonathan Julian Owner  
**Genesis 7 AVEDA and Tattoolicious**

## ADVERTISERS

Scott Uno  
Inventory Manager  
**Borders Books & Music**

**BORDERS®**  
BOOKS • MUSIC • CAFE

Borders Books & Music  
1200 Ala Moana Blvd.  
Honolulu, HI 96814

Dear Sirs,

I would like to inform you of the incredible sales we have experienced with Pacific Edge magazines. Since we brought in this magazine in the spring of last year with an initial order of 20 copies for each issue, we have sold out several times over, each time.

Pacific Edge is definitely one of our top selling local magazines. In fact it is one of our top sellers over all. Customers are consistently asking for this magazine.

Mahalo,

Scott Uno  
Inventory Manager

1200 Ala Moana Blvd. • Honolulu, HI 96814  
(808) 591-8995



Dustin Sellers  
President: Business Development & Marketing  
**Proservice Hawaii**

**Proservice**  
HAWAII  
OUTSOURCED EMPLOYEE ADMINISTRATION

February 6, 2007

Naomi Hazelton  
Pacific Edge Magazine  
1088 Bishop Street, #2305  
Honolulu, HI 96813

Aloha Naomi,

As the president of business development and marketing for ProService Hawaii, I would like to say *mahalo* for the opportunity to advertise in your local publication, *Pacific Edge Magazine*. Immediately following our first ad in your Oct/Nov/Dec 2006 issue, we received positive comments about visibility, as well as inquiries about our company. As a result of our advertising partnership, ProService's market-reach in Hawaii has broadened and we have gained new business.

From one local business owner to another, "Hana hou!"

Sincerely,

Dustin Sellers  
**President**  
Business Development & Marketing

6600 Kalaniana'ole Hwy, Suite 200 Honolulu, Hawaii 96825 808.394.8878 [www.proservicehawaii.com](http://www.proservicehawaii.com)

HAWAII'S LEADER IN OUTSOURCED EMPLOYEE ADMINISTRATION



## ADVERTISERS

Anita L. Pascua  
President  
Q Laser Center



March 15, 2007

Naomi Hazelton-Gaimbrone  
Pacific Edge Magazine  
1088 Bishop Street, Suite 2305  
Honolulu, HI 96813

Dear Naomi:

I just wanted to let you know again how much I LOVE the ad you and your team created for us! You did a superb job. When I received the proof you sent over, my first thought was "She got it!" It was exactly the feeling I wanted to relay, but didn't know how to do it myself. I know it is making an impression on readers because of the rave response and compliments we've been getting. Thank you again for all your help; it is such a pleasure working with you.

Sincerely,

Anita L. Pascua  
President, Q Laser Center

Shelley Wilson  
President  
Wilson Homecare



June 18, 2007

When Naomi first approached me to be featured on the cover of *Pacific Edge Magazine*, I was honored and privileged to represent our company in such a respected publication.

Since then, life at Wilson Homecare just hasn't been the same. The response has been absolutely remarkable! The volume and diversity in the individuals that their publication reaches is a walking testimonial.

Never before had Naomi featured a female business owner on the cover and it's evident by the feedback that this community not only supports women in business but also embraces it. It's just another key element proving the power of print media.

*Pacific Edge Magazine* has such an eclectic mix of readers in its customer base that we feel only compliments both of our business goals. *Pacific Edge* will increase readership and take journalism to a new level here in Hawaii. Wilson Homecare is given a phenomenal platform to showcase the home healthcare industry and provide pertinent information that everyone will be faced with one way or another. It has been an overwhelming positive all around!

We indeed have a special partnership, with *Pacific Edge* bringing the words and pictures to a large diverse audience and with Wilson Homecare being able to send our message to the community.

Thank you *Pacific Edge*!

Best Regards,

Shelley Wilson  
President  
Wilson Homecare

# AD SIZE SPECS

Pacific Edge Magazine

## FULL PAGE AD SIZE SPEC:

Full page / No Bleeds: 8.5" x 10.3125"  
Full page / With Bleeds: 9.5" x 11.3125"  
(9" x 10.8125" - Trim Size)

## TWO PAGE AD SIZE SPEC:

Full page / No Bleeds: 17.5" x 10.3125"  
Full page / With Bleeds: 18.5" x 11.3125"  
(18" x 10.8125" - Trim Size)

## HALF PAGE AD SIZE SPECS:

Horizontal Half / No bleeds: 8.5" x 4.90625"  
Horizontal Half / With bleeds: 9.5" x 5.90625"  
(9" x 5.40625" - Trim Size)

Vertical Half / No Bleeds: 4" x 10.3125"  
Vertical Half / With Bleeds: 5" x 11.3125"  
(4.5" x 10.8125" - Trim Size)

## AD/EDITORIAL COMBO SIZE SPECS:

Vertical / With 3 Bleeds: 3.3073 x 11.3125"  
(2.8073 x 10.8125" - Trim Size)

## BIZ CARD AD SIZE SPEC:

BC size / No Bleeds: 4" x 2.203125"  
BC size / With Bleeds: 5" x 3.203125"  
(4.5" x 2.703125" - Trim Size)

